

# Residents' Attitudes toward Tourism Development of Gili Labak Beach in Madura Island, Indonesia

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## Abstract

This study is to investigate the factors influencing the positive attitude of residents in Sumenep towards tourism development of Gili Labak Beach. Using exploratory factor analysis, independent t-test and Anova to process 150 data from respondents measured by adopting with some adjustment of TIAS statements, this study found four factors influencing the residents' attitude, namely: image of town (Factor 1), new job opportunity (Factor 2), possibility to raise buying-power (Factor 3) and more tourism destinations (Factor 4). Some of respondents have different attitudes toward the tourism development according to the characteristics they have, such as age, education background and current occupation but there are no different (the same) attitudes of respondents shown if the measurements are based on gender, length of stay, distance from site, occupation and income related to each factor assigned.

**Keywords:** Indonesia's tourism, Gili Labak, TIAS, Resident Attitude

## 1. Introduction

Indonesia has many tourism destinations that attract people not only from domestic but also from foreign countries. The travelers vote Bali Island as the most attractive tourism destination based on survey conducted by [www.tripadvisor.com](http://www.tripadvisor.com) in 2016 and Bali was chosen as one of the top tourists' destination because of its beaches, cultures and thus people enjoy to stay long there.

Indonesia's government has been trying to increase the number of visitors to many other areas in Indonesia, not only Bali Island. The program of Wonderful Indonesia in 2011 was successful as Indonesia is no longer identical with Bali Island only, but broader areas are going to be attractive to tourists from more countries to visit.

The program to enhance tourism and its development is also done by East Java Province, especially Madura Island which is geographically lies in East Java areas. Madura Island has new tourists' destination in eastern part of it, called Gili Labak Beach, a tiny island in Sumenep district area. To reach this place, visitors need about an hour trip by boat from Sumenep town. Having beautiful coral reefs and under water life, it has attracted a lot of tourists to visit.

Based on the background of the study, it is important to know if the local people have opened themselves positively to development of this new site. Other researches with the similar topic using the same objects are not sufficiently available and then, this study will enrich the knowledge about Gili Labak Beach and also people in Madura Island.

To know the residents' attitudes and perception towards tourism development in Gili Labak area, this study will be examined by adopting Tourism Impact Attitude Scale (TIAS) was first developed by Lankford and Howard (Ven, 2015).

### 1.1 Problem statement

This study has two problem statements are: What factors are influencing the people in Sumenep to have positive attitude towards the development of new tourism destination, Gili Labak Beach? Secondly, are there differences in attitude towards the developments among the respondents with various characteristics?

### 1.2 Purpose of the study

The purpose of the study is to investigate the factors influencing the residents of Sumenep to have the positive attitude towards the development of new tourism destination and to investigate if there are the differences among the respondents with various characteristics towards the developments of Gili Labak Beach as the new tourism destination.

## 2. Literature review

### 2.1 Indonesia's Tourism Development

The statistical data shows that since 2005 to 2014, the tourist numbers who visit Indonesia was increasing significantly from 4.5 million people in 2005 to be 9.4 million people 2014 and the hotels occupancy rate in either starred or non-starred was increasing during the same period ([www.bps.go.id](http://www.bps.go.id)).

The ministry of Tourism of Indonesia stated that Indonesian President issued a "Nawa Cita" priority program for 2015-2019. Under this program, the tourism sector growth is amazingly increasing and becoming

the special sector and contributed 9.5% of global GDP of Indonesia (Ratman, 2016). The development of qualified tourism in Indonesia should be supported by the qualified human resources and focuses on Marine Tourism, Eco Tourism, Adventure, Heritage, Religious, Art & Culinary Tourism, and many other destinations. The development of tourism areas then becomes very important and should be relevant to the personals, business, tourists and environment as well.

## 2.2 Gili Labak and the Madurese

Gili Labak Island is a hidden island near Madura, northern part of Surabaya (the capital of East Java Province, Indonesia) with approximately 100 people live in Gili Labak and work as fishermen. The width of Gili Labak is only 5 hectares square and need only 25-30 minutes to go around it. The most attractive things of this beach are the white sands, coral reefs and blue sea that will make visitors enjoy their snorkeling and diving activities. Although this island is very small and rural island but the people are friendly and welcoming to visitors. They will welcome all people who visit the island as long as the visitors do not make any chaotic activities ([www.gililabak.com](http://www.gililabak.com)). This island has a developing tourism destination which has been known since 2011 but started being famous in 2014 and attracts more people to visit.

People of Gili Labak are born as Madura ethnicity with almost all of the residence in Madura Island are Moslems. Many Moslem education centers (in Indonesian is called as *Pesantren*) are established well in this island. Thus the influence of these education centers is very strong within the people of Madura, not only in religious activities and learning but also in social and community activities and they are really care of poor people. Having been known as blunt people, this ethnic people are also known as people who like saving money, discipline and hard-working. They also give respects to older people, teachers and others especially eastern part of Madura island. These characteristics are seen especially in people who originate from Pamekasan and Sumenep districts (<http://id.wikipedia.org>). The eastern part of Madura is more fertile than western one, so people from western part of Madura island will tend to work or live out of Madura. Most of them will move or work in Surabaya City which now connected with western part of Madura (Bangkalan district) by a big bridge across the Madura Strait.

## 2.3 Tourism Impact Attitude Scale (TIAS)

TIAS which is then becomes the standard to measure residents' attitude towards tourism development containing 27 items, and some other research used 24 items (Blesic et al., 2014). Local community support for tourism is necessary to ensure the commercial, socio-cultural, physiological, political and economic sustainability of the industry (Hanafiah et al., 2013). Residents' perception of social and cultural impacts of a new developing tourism spot is crucial and has significant consequences that may affect the respectful tourism area (Hanafiah et al., 2013).

Brida et al. (2014), summarized some other studies and concluded that the positive impact of tourism to economic are perceived by the respective residents in terms of generating employment, developing local economy, increasing investments and diversifying economic.

The other literature applied self-perception theory to examine residents' attitudes toward tourism development and the result was including the other variable such as travel experiences by the residents (Jingxian et al., 2015) and it could be a way to minimize the negative attitudes of residents is based on the residents' travel experiences.

## 2.4 Residents Attitude

Positive attitude towards the development of a new tourism spot will create positive impacts on local economy, social and community life, besides the opportunities of employment, higher income and better facilities. Attitude as defined by Allport (1966) as cited in Wang (2006) is a state of mind of the individual toward a value and also, McDougall & Munro, 1987 in their study, described it as enduring predisposition towards a specific aspect of one's environment (Wang, 2006). It starts from the perception and beliefs of reality.

Attitude is necessary to be analyzed because it is a manner that motivated by an acknowledgment of tourism's even and benefit (Devine, 2009). This is not only for the residents who live in the area of tourism spot but also the other areas surrounding the spot. They might receive the benefits from the existence of the tourism spot and also some costs that should be paid higher because of the new development.

## 3. Research Method

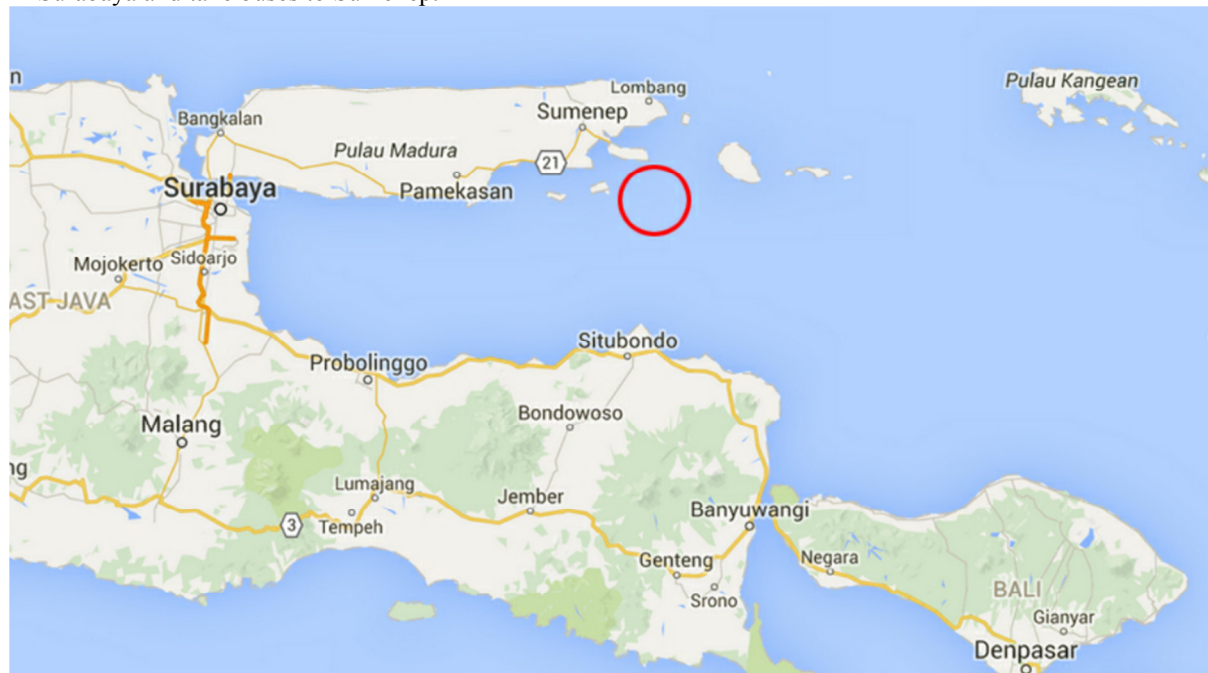
This research used quantitative research approach with exploratory factors analysis technique to investigate the factors influencing attitude of residents nearby Gili Labak. To examine the residents' attitude toward tourism development in Gili Labak, Madura, the researcher basically used the 24 statements (Blesic et al., 2014) and modified it based on the situation in the object and become 30 statements. Thus the number of respondent taken were 150 peoples because the researcher used total of 5 times initial statement items in the questionnaire before

validity and reliability processes (30 statements) to set the number of respondents.

#### 4. Results and Discussions

Figure 1 shows the map of Gili Labak Island (circle). It is a very small island and some people called it as hidden paradise, because of its beauty and rural place. The closest district from Gili Labak is Sumenep, the eastern part of Madura Island. Only about 100 people dwell in the Gili Labak Island and the transportation is mainly by boat if they want to go to the closest harbour.

This study took samples from people around Sumenep as the transit area and from here the transportation that proceeds the visitors from other cities to visit Gili Labak Island. The tourists are mainly from Surabaya, as the capital of East Java Province. The international tourists will land in Juanda International Airport in Surabaya and take buses to Sumenep.



**Figure 1. Gili Labak Island**

Source: <http://2.bp.blogspot.com>

Most of respondents are males (57%) and the rest are females. It was dominated by the 15-24 years old people (71%), the 25-35 years old people (14%), and only 2% were more than 65 years old. The most of respondents are senior high school and universities (43% and 40%). The respondents mostly have been living in Sumenep area for more than 20 years (68%) and between 16-20 years (25%). They lives in more than 25 km from Gili Labak (Figure 1). The occupations of the respondents varied as students (the most, 61%), farmers (15%) and the least 2% are state-owned company officers. The income rate is not high as expected, only 4% whose income is more than 5 million rupiahs/month, while the most of respondents have very low even no income (38%).

After testing the validity and reliability of the statements adopted from TIAS statement to measure the tourists' attitudes in questionnaires, the items that can be measured and processed to test the hypothesis are 21 items but the respondents used here are unchanged, 150 respondents.

The first step after that to know the factors that influencing the attitude toward the development of Gili Labak is measuring the exploratory factor analysis.

The Table 1 below shows the results of the data processed using SPSS with technical analysis used is exploratory factor analysis to measure the factors influencing the positive attitude towards development of Gili Labak.

Table 1. Rotated Component Matrix(a)

	Component			
	1	2	3	4
X2	.813	.117	.132	.152
X1	.806	.126	.126	.230
X4	.788	.218	.218	.070
X3	.750	.225	.181	.104
X8	.749	.103	.198	.383
X9	.740	.159	.022	.328
X5	.720	.218	.298	-.030
X10	.710	.234	.008	.430
X6	.685	.316	.131	-.074
X7	.618	.390	.330	-.158
X11	.614	.272	-.016	.352
X22	.575	.294	.155	-.258
X13	.098	.828	.143	.070
X14	.196	.749	.071	.187
X15	.357	.629	.249	.228
X12	.407	.571	.072	.201
X17	.221	.478	.110	.467
X20	.139	.135	.864	.072
X19	.224	.151	.766	.331
X21	.423	.459	.482	-.083
X18	.124	.254	.238	.725

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 9 iterations

Source: Primary data, processed.

To decide which variable included in a factor, is seen from the biggest correlation value. The table above shows that coloured- numbers depend on the values fit to assigned factors. It means, for example, X<sub>2</sub> is correlated strongly to Factor 1 than others. See that correlation of X<sub>2</sub> to Factor 1 is 0.813, to Factor 2 is 0.117, Factor 3 is 0.132 and the last to Factor 4 is 0.152. Thus, X<sub>2</sub> is included in Factor 1. The same treatment will be applied to other Xs. Hence, it can be summarized that the members of each Factors formed in this study are as following:

Factor 1: X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub>, X<sub>5</sub>, X<sub>6</sub>, X<sub>7</sub>, X<sub>8</sub>, X<sub>9</sub>, X<sub>10</sub>, X<sub>11</sub>, X<sub>21</sub>

Factor 2: X<sub>12</sub>, X<sub>13</sub>, X<sub>14</sub>, X<sub>15</sub>, X<sub>16</sub>

Factor 3: X<sub>18</sub>, X<sub>19</sub>, X<sub>20</sub>

Factor 4: X<sub>17</sub>

After examining the variables in each factor, the name of each factor must be used to indicate the components that build the factors. The name of the factors used in this study are:

Factor 1: Image of town

Factor 2: New opportunity

Factor 3: Possibility to raise buying-power

Factor 4: More tourism destinations

Column "Component" shows the 21 components as representative variables. In "Initial Eigen values" the Factor 1 can explain the variance as 46.543 and the total factors (Factor 1, 2, 3 and 4) are accumulated to explain the variance with the value of 66.169. Since the value of eigen value is fixed at 1, thus the total value that will be taken should be more than 1, thus we take component 1, 2, 3 and 4.

The factors found in this study have some similarities with other study (Shariff & Abidin, 2013) found especially in socio cultural impact which then included in factor 1 (image of town), amenity and service impacts which then seemingly combined in factor 2 of this study (new opportunity) and economic impact is more relevant to factor 3 of this study. Factor 4 is able to relate to the environmental and socio cultural aspects ((Shariff & Abidin, 2013).

The second step in exploring the factors affecting the attitude of residents' toward the development of Gili Labak is to test the eligibility of the factors to be processed in further steps.

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.901
Bartlett's Test of Sphericity	Approx. Chi-Square	2047.295
	df	210
	Sig.	.000

Source: Primary data, processed

The KMO test is 0.901 and it's close to 1, thus it is sufficient to the process. The Barlett Test of Spehricity is 2047.295. The last to decide the Factors is as seen as Component Transformation Matrix

Table 3. Component Transformation Matrix

Component	1	2	3	4
1	.797	.457	.307	.248
2	-.601	.645	.415	.227
3	.039	-.200	.726	-.657
4	-.053	-.579	.454	.675

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Source: Primary data, processed

The Table 3 shows that Component 1 has correlation value  $0.797 > 0.5$ ; Component 2:  $0.645 > 0.5$ ; Component 3:  $0.726 > 0.5$ ; and Component 4 is  $0.675 > 0.5$ . All components are more than 0.5, so all factors set are said true to require all 21 variables assigned.

Table 4. Attitude Differences towards Factors based on Gender.

Factor	Sex	N	Mean	Levene's Test		t
				F	Sig	
Factor 1	Male	85	3.82	.107	.744	-2,718
	Female	65	4.22			-2,772
Factor 2	Male	85	3.56	1,487	.225	-1,207
	Female	65	3.72			-1,227
Factor 3	Male	85	3.54	.163	.687	-.619
	Female	65	3.63			-.622
Factor 4	Male	85	3.93	.074	.786	-.062
	Female	65	3.94			-.062

Source: Primary data, processed

Levene's to test homogeneity shows  $F=0.107$  ( $p=0.744$ ) because  $p$  is more than 0.05, thus it can be said (Table 4) that there's no differences on attitudes of male and female towards Factor 1 (image of town). Both groups have the positive attitude toward image of town if there is a new tourism development. The value  $t$  is less than 0.05 thus there is no differences in attitude toward factor 1. Although the mean value between male and female is different, but it is not significantly different.

The same result is shown by Factor 2 that since  $F=1.487$  ( $p=0.225$ ) which  $p$  is more than 0.05, thus there is no differences on attitudes of male and female towards Factor 2 (new opportunity). Both groups have the positive attitude new opportunity by having new tourism destination. The value  $t$  is less than 0.05 thus there is no differences in attitude toward factor 2. It is proven that mean differences are significantly different.

Factor 3 experienced no difference attitude of male and female since  $F=0.163$  ( $p=0.687$ ) which  $p$  is more than 0.05, thus there is no differences on attitudes of male and female towards Factor 3 (possibility to raise buying-power). Both groups have the positive attitudes to possibility to raise buying-raise if there is a development of tourism destination. The value  $t$  is less than 0.05 thus there is no differences in attitude toward factor 3. It is proven that mean differences are significantly different.

Males and females have the same attitude towards Factor 4 since  $F=0.074$  ( $p=0.786$ ) which  $p$  is more than 0.05, thus there is no differences on attitudes of male and female towards Factor 4 (more destination). Both groups have the positive attitude to have more destination by having new tourism destination. The value  $t$  is less than 0.05 thus there is no differences in attitude toward factor 4. It is proven that mean differences are significantly different.



Table 5. Attitude Differences towards Factors based on Age

Factor	Indicator (age)	N	Mean	Homogeneity		Anova		Bonferroni Mean different
				Levene Statistic	Sig	F	Sig	
<b>Factor 1</b>				2,191	.073	4,073	.004	
15-24 y.o	25-34 y.o	107	4.12					.074
	35-44 y.o							.855(*)
<b>Factor 2</b>				3,756	.006	5,019	.001	
15-24 y.o	25-34 y.o	107	3.73					-.033
	35-44 y.o							.796(*)
<b>Factor 3</b>				4,389	.002	2,677	0.034	
15-24 y.o	25-34 y.o	107	3.64					-.117
	35-44 y.o							.829(*)
<b>Factor 4</b>				.877	.479	3,686	.007	
15-24 y.o	25-34 y.o	107	4.03					.171
	> 65 y.o							1.695(*)
	> 65 y.o							1.524(*)
45-54 y.o	15-24 y.o	4	4.25					.222
	> 65 y.o							1.917(*)

Source: Primary data, processed

Levene's test (Table 5) shows the value  $p > 0.05$  of factor 1 and factor 4 and indicates that the data used is homogenous and able to continue to next step. The other factors are done with differences. The results of Anova test show the differences attitude based on ages because the F values for all factors are significant ( $p < 0.05$ ) and post hoc test must be run. Based on Post-hoc result, the group of ages that create differences for Factor 1 shows the significant differences between 15-24 years old with 35-44 years old.

While factor 2 and 3, people with ages 35-44 years old has differences with age range 15-24 and 25-34 years old. In factor 4, age range 45-54 years old has differences to age range 15-24, 25-34 and 45-54 years old. The differences among age variable can be seen in shadowed-areas.

This condition underlined that Factor 1 (image of town) gets the positive attitude of all range of ages, although there's a small differences between 15-24 years old with 35-44 years old as the youth may not know well their town, compared to the older range.

The differences in Factor 2 (new opportunity) shows the respondents in 15 to 34 years old are more positive towards the development because they think of better opportunities to improve themselves. While 35-44 years old people think less positively because their ages are considered old and not easy to get opportunities.

Factor 3, Possibility to raise buying power, shows differently between 15-24 years old and 35-44 years old. Since the youth think of new opportunity and included here is opportunity for better income and job, the 35-44 years old respondents are basically settled down with their current jobs, and pay a little attention toward the new opportunity.

Factor 4 shows the differences between young people up to 54 years old regarding the factor of having more tourism destination, because most of them are still energetic, able to adjust with new situation. Old people hesitate to go for travelling and do not care too much of the tourism destination.

Tabel 6. Attitude Differences towards Factors based on Education

Factor	Indicator (Education)	N	Mean	Homogeneity		Anova		Bonferroni Mean difference
				Levene Statistic	Sig	F	Sig	
<b>Factor 1</b>				.703	.591	8.35	.000	
Primary School	Junior High School	9	3.11					.020
	Senior High School							- .905(*)
	Undergraduate							-1.189(*)
Junior High School	Primary School	11	3.09					-.020
	Senior High School							-.925(*)
	Undergraduate							-1.209(*)
Undergraduate	Primary School	60	4.30					1.189(*)
	Junior High School							1.209(*)
<b>Factor 2</b>				.917	.456	4,143	0.003	
Junior High School	Primary School	11	3.00					-.111
	Undergraduate							-.817(*)
	Junior High School							.817(*)
<b>Factor 3</b>				.471	.757	2,808	.028	
Junior High School	Primary School	11	2.82					-.515
	Undergraduate							-.882(*)
Undergraduate	Primary School	60	3.70					.367
	Junior High School							.882(*)

Source: Primary data, processed.

Based on Levene's test (Table 6) all Factors show the value  $> 0.05$  to indicate that the data used is homogen and able to continue to next step. The results of Anova test show the differences attitude based on education level because the F values for all factors are significant ( $p < 0.05$ ) and post hoc test must be run. The results of Bonferroni test show the differences of attitude are made by undergraduate level compare to primary school and high school especially for factors 1, 2, 3 and no differences in factor 4. The biggest difference is in factor 1.

The image of town (factor 1) will be better if there is tourism development among the undergraduate and senior high school students compared to the respondents whose education backgrounds are primary school or junior high school. They support the development of Gili Labak Beach and feel optimistic that the local government support it as well. They are sure that the local residents will be the good host for tourists and this development brings the pride for the most of respondents.

Factor 2 and 3, refer to new opportunity especially in businesses and possibility to raise buying power are considered positive and important for the respondents whose education backgrounds are undergraduate and senior high schools to work in town or establish new ventures that have relationship with tourism.

Factor 4, refers to the new tourism destination gets positive attitude from most of respondents regardless their education backgrounds, it means, they enjoy the new tourism destination although some of respondents have different attitude towards the development process.

Tabel 7. Attitude Differences towards Factors based on Length of Stay

Factor	Indicator (Length of Stay)	N	Mean	Homogeneity		Anova		Bonferroni Mean differen
				Levene Statistic	Sig	F	Sig	
<b>Factor 1</b>				.339	.851	1,543	.193	
< 5 years	5-9 years	4	3.50					.000
	10-14 years							.500
	15-19 years							-.421
	> 20 years							-.578
<b>Factor 2</b>				2,769	.030	.660	.621	
< 5 years	5-9 years	4	3.25					-.750
	10-14 years							-.250
	15-19 years							-.487
	> 20 years							-.348
<b>Factor 3</b>				1,817	.129	.968	.427	
< 5 years	5-9 years	4	3.25					.000
	10-14 years							.250
	15-19 years							-.197
	> 20 years							-.417
<b>Factor 4</b>				1,878	.117	1,592	.179	
< 5 years	5-9 years	4	3.25					-1,000
	10-14 years							-.250
	15-19 years							-.908
	> 20 years							-.623

Source: Primary data, processed.

Table 7 shows that only factor 2 is not homogen since the significance < 0.05. All the values of Anova are more than 0.05, not significant means that the hypothesis is rejected, there's no differences in attitude in factor 1-4 based on duration of living in town where the site lies. But for further analysis, we can use Bonferroni as post hoc test to detect if there is a difference among attributes. The result of Bonferroni test shows that there is no differences detected among duration of living. It means that most respondents, no matter how long they have been living in the area and surrounding areas, have positive attitude towards the development of Gili Labak Beach as the new tourism destination.

Tabel 8. Attitude Differences towards Factors based on Distance from Gili Labak

Factor	Indicator (Distance from Gili Labak)	N	Mean	Homogeneity		Anova		Bonferroni Mean differen
				Levene Statistic	Sig	F	Sig	
<b>Factor 1</b>				.565	.727	1,417	.221	
< 5 km	5-10 km	3	3.67					.000
	11-15 km							.212
	16-20 km							-.133
	>20 km							-.381
<b>Factor 2</b>				1,587	.161	.918	.471	
< 5 km	5-10 km	3	4.00					.667
	11-15 km							.727
	16-20 km							.200
	>20 km							.286
<b>Factor 3</b>				.538	.747	1,086	.371	
< 5 km	5-10 km	3	3.00					.000
	11-15 km							-.545
	16-20 km							-.400
	>20 km							-.714
<b>Factor 4</b>				1,372	.238	1,258	.285	
< 5 km	5-10 km	3	4.00					-.333
	11-15 km							.182
	16-20 km							.100
	>20 km							-.167

Source: Primary data, processed.

The same situation is also applicable to measurement of attitude differences towards factors based on



distance from Gili Labak. All the factors are homogen because the significance  $> 0.05$ . All the values of Anova are more than 0.05, not significant means that the hypothesis is rejected, there's no differences in attitude in factor 1-4 based on duration of living in town where the site lies. But for further analysis, Bonferroni as post hoc test is used to detect if there is a difference among attributes and the result shows there is no differences detected among distance of living from site. Some researchers summarized in study of Brida et al.(2014) obtained no consensus on the results when they tried to investigate the influence of the distance between the residents' place and tourism centers.

This is not only for the residents who live in the area of tourism spot but also the other areas surrounding the spot that should be measured their attitudes toward the developments because they might receive the benefits from the existence of the tourism spot and also some costs that should be paid higher (Devine, 2009). This study shows that the positive attitudes shown by all respondents regardless their distance from Gili Labak.

Cities are considered as main players in global adaptation (Recklen, et al., 2015)., especially where in the cities, people come from many other areas. Sumenep, as the city closest to Gili Labak will be the transit area for people from other places to proceed their trip to Gili Labak. The acceptance of people from distant area or even the local people in Gili Labak Island, is very important to their attitude toward the development, then the result shows no differences between the respondents' attitudes toward the tourism development.

Tabel 9. Attitude Differences towards Factors based on Occupation

Factor	Indicator (Occupation)	N	Mean	Homogeneity		Anova		Bonferroni Mean differences
				Levene Statistic	Sig	F	Sig	
<b>Factor 1</b>				4,931	.000	5,141	.000	
Students	Private company staffs	92	4.23					.228
	Government officials							.228
	State-owned Comp.Staffs							.228
	Farmers							1.046(*)
farmers	Students	22	3.18					-1.046(*)
<b>Factor 2</b>				1,930	.080	4,638	.000	
Students	Private company staffs	92	3.85					.473
	Farmers							.757(*)
farmers	Students	22	3.09					-.757(*)
	Private company staffs							.275
	Government officials							-.600
	State-owned Comp.Staffs							.900
	farmers							.264
	Entrepreneurs							.011
	total	150	3.93					

Source: Primary data, processed.

Table 9 shows that Factor 1 and 2 are different. Thus we need to run post hoc test and the result of Bonferroni test shows that there are differences of attitude between students and farmers, especially for factor 1 and factor 2. The rest factors are considered the same. Students have more positive in attitude for image of town and new opportunity as the effects of the development while the farmers may feel worry of the negative consequences if the development can erase or eliminate the width of planting or farming areas then reduce their income.

Sumenep, the closest city to Gili Labak is in eastern part of Madura Island is more fertile than other western parts of Madura Island, so many people of Sumenep work as farmers. It is reasonable if they worry about the physic developments affected by the tourism development. The study by Kunasekaran, et al. (2011) shows that farmers may have positive perceptions of agro-tourism by their entrepreneurial knowledge and awareness as long as it is combined with other factors.

Tabel 10. Attitude Differences towards Factors based on Income

Factor	Indicator (Income)	N	Mean	Homogeneity		Anova		Bonferroni Mean differences
				Levene Statistic	Sig	F	Sig	
<b>Factor 1</b>				2,799	.028	1,678	.158	
< 1,000,000 IDR	1,000,000-2,000,000 IDR	75	3.88					-.012
	3,000,000-5,000,000 IDR							-.051
	>5,000,000 IDR							.377
	else							-.341
1,000,000-2,000,000 IDR	< 1,000,000 IDR	18	3.89					.012
	3,000,000-5,000,000 IDR							-.040
	>5,000,000 IDR							.389
	else							-.329
3,000,000-5,000,000 IDR	< 1,000,000 IDR	14	3.93					.051
	1,000,000-2,000,000 IDR							.040
	>5,000,000 IDR							.429
	else							-.290
>5,000,000 IDR	< 1,000,000 IDR	6	3.50					-.377
	1,000,000-2,000,000 IDR							-.389
	3,000,000-5,000,000 IDR							-.429
	else							-.718
else	< 1,000,000 IDR	55	4.22					.341
	1,000,000-2,000,000 IDR							.329
	3,000,000-5,000,000 IDR							.290
	>5,000,000 IDR							.718
	1,000,000-2,000,000 IDR							.333
	3,000,000-5,000,000 IDR							.000
	else							-.264
else	< 1,000,000 IDR	55	3.76					.202
	1,000,000-2,000,000 IDR							.597
	3,000,000-5,000,000 IDR							.264
	>5,000,000 IDR							.264

Source: Primary data, processed

The Bonferroni post hoc test is used to detect the differences of attitude among residents based on their income level and it doesn't detect the differences in attitude. Although people will be satisfied with things obtained by the outcomes of economic, social and interaction as long as residents can examine costs and benefits as a result of tourism and if their assessment is positive, the attitude towards the development of the tourism in Gili Labak will be positive.

The results shows in Tabel 4 to table 10 show the importance of characteristics of respondents to elaborate the attitude differences of residents toward the tourism development because attitude is about manners that motivated by acknowledgements of the tourism's positive impact (Devine, 2009). The understanding of residents' characteristics is crucial and it is suggested to enhance the method in measuring their attitude. The other study that applied self-perception theory had put another idea by minimizing negative attitude through the travel experience and perceptions (Jingxian et al., 2015). However, the result in this study, can agree the idea, since most of the respondents are young people and as students that travel a lot or search a lot of the other tourism destination. Then, obviously, they have positive attitude toward the development of Gili Labak Beach as the new tourism development.

## 5. Conclusions

Based on the result and discussion, adopting the concept of Tourism Impact Attitude Scale (TIAS) there are 4 factors found that influence the attitude of the residents towards the tourism development of Gili Labak Beach as new tourism destination. The four factors are: Image of town (Factor 1), new job opportunities (Factor 2), Possibility to raise buying-power (Factor 3) and More tourism destinations (Factor 4).

The attitude of respondents are different based on ages, education backgrounds and current occupation, while the attitudes are the same among the respondents regardless their gender, length of stay, distance of residence from Gili Labak and income.

The further research may investigate the importance of respondents' characteristics to explain the attitude towards the tourism development in different areas and the four factors explored in this study may be tested in other research objects as well.

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